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Featuring Delivery of Messages Tailored to Individual Users

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P.O. Box 1450  
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TRANSMITTAL OF SUBSTITUTE SPECIFICATION

Sir:

Transmitted herewith are a substitute specification and a marked up version indicating the changes made to the originally-filed specification. The substitute specification contains no new matter.

Applicants respectfully request entry of the substitute specification in the present application.

Respectfully Submitted,  
LAW OFFICE OF MARK J. SPOLYAR  
By

A handwritten signature in black ink, appearing to read "Mark Spolyar".

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Interactive Electronic Commerce and Message Interchange System  
Featuring Delivery of Messages Tailored to Individual Users

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CROSS-REFERENCE TO RELATED APPLICATION

[0001] The present application claims priority from U.S. provisional patent application Ser. No. 60/395,579 filed July 12, 2002 and entitled "Interactive Electronic Commerce and Data Interchange System Featuring Universal Digital Assistant," and U.S. provisional patent application Ser. No. 60/395,578 filed July 12, 2002 and entitled "Interactive System Allowing for Mass Media Delivery of Advertising, Promotion, Electronic Commerce and Data Interchange Messages to be Multiplexed and/or Tailored to Individual User Characteristics."

FIELD OF THE INVENTION

[0002] The present invention relates to electronic commerce and, more particularly, to methods, apparatuses and systems facilitating and/or enabling an interactive electronic commerce system that delivers advertising, and other electronic commerce and data interchange messages adapted to individual user characteristics.

BACKGROUND OF THE INVENTION

[0003] Commercial network television has been recognized as a powerful and efficient medium for broadcasting advertising messages to a large, widely disbursed audience. One major drawback of television advertising, however, is network television's ability to do nothing more than deliver advertising messages to a large and relatively undifferentiated audience. Network television, for example, can not by itself provide coupons to, or otherwise interact with, interested viewers.

[0004] Traditionally, discounts and other such benefits, e.g. free samples and the like, have been provided or authorized by way of hard copy printing of coupons in newspapers, magazines, mailer brochures and the like. While such printed authorizations, e.g. coupons have been effective and extensively used, they have presented certain problems. Printed coupons require a substantial amount of time to prepare and deliver to the potential user. For example, one may need three months or more to print and deliver such printed coupons. The need for the

promotion may change during that time. Moreover, such coupons are largely ignored by a majority of consumers who are unwilling to take the time to retain the coupon for later use.

[0005] Mass media communications, including advertising, promotion, and other means of information and data distribution delivered to the public by various mass media systems such as

5 television, Internet, radio, newspapers, magazines and other printed material, wireless and satellite, have not been able to create one-to-one, micro-matrixed or matrixed multiplexed messages or data packages tailored to individual users. Prior to the invention described herein there has been no mass media system that, in response to a mass media message, allows for the delivery of customized or tailored messages to individual users concurrently or sequentially with

10 the mass media message. There is demonstrable, pent-up demand from consumers, financial services, merchants, the media, advertisers, cellular services, device manufacturers, data service providers and others seeking means for methods, apparatuses and systems allowing for efficient and secure delivery of advertising messages tailored to individual users. A need in the art also exists for methods, apparatuses and systems that leverage the ability of television broadcasts to

15 reach large audiences with an interactive system that delivers messages, such as coupons, product offers and the like, to end users. Embodiments of the present invention substantially fulfill these needs.

#### SUMMARY OF THE INVENTION

20 [0006] The present invention provides methods, apparatuses and systems enabling an interactive electronic commerce and data interchange system that delivers advertising, content and all manner of ecommerce and data interchange messages tailored to individual users. The present invention provides methods, apparatuses and systems enabling an interactive electronic commerce system enabling the targeted exchange of tailored messages with interested users

25 presented with message codes in conventional media, such as television, radio, and printed publications. The present invention allows for the targeted dissemination of tailored information, such as advertising, promotions, sales announcements, coupons, and the like.

[0007] In one embodiment, the a Universal Digital Assistant (UDA) operates in connection with a remote server having access to the individual users demographic, psychographic, preference,

30 contact and other personal information and delivering advertising messages based on data associated with individual users. The universal digital assistant, in one embodiment, is also

operative to facilitate financial transactions and data interchange, as well as the dissemination, management and exchange of commercial information, data and other information, such as advertising, promotions, sales announcements, product information, financial information, personal information including licenses, memberships, government programs and the like.

5 [0008] The present invention, in one embodiment, provides an end-to-end ecommerce solution that transforms the cell phone/PDA into a Universal Digital Assistant (UDA) which can receive customized advertising messages including advertising based on message identifiers encoded into advertising and content from television, Internet, wireless, radio, satellite and print media.

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#### DESCRIPTION OF THE DRAWINGS

[0009] Figure 1 sets forth a computer network environment including an interactive electronic commerce system according to one embodiment of the present invention.

[0010] Figure 2 is a block diagram illustrating the functionality associated with a universal digital assistant according to an embodiment of the present invention.

15 [0011] Figure 3 shows a message code text message editor interface implemented on a wireless cell phone or other similar device.

[0012] Figure 4 illustrates a display device, such as a screen on a cell phone or PDA, displaying an electronic coupon including a bar code which can be scanned at a point of sale terminal for redemption.

20 [0013] Figure 5 is a flow chart diagram setting forth a method facilitating the delivery of an advertising message tailored to at least one user characteristic.

#### DESCRIPTION OF PREFERRED EMBODIMENT(S)

##### I. Operating Environment

25 [0014] Figure 1 illustrates an electronic commerce system according to one embodiment of the present invention. As Figure 1 illustrates, the electronic commerce system operates in connection with a computer network environment including, in one embodiment, a wireless network 20 and IP network 40. Computer network 40 can be any suitable computer network, including an open, wide-area network, such as the Internet. In addition, computer network 40 30 can comprise an electronic network, an optical network, a wireless network, and/or a combination thereof. In addition, embodiments of the present invention operate in connection

with a telecommunications network (e.g., a land-based telephone network, a wireless telephone network, and/or a combination thereof). As Figure 1 shows, one embodiment of the present invention operates in a computer network environment comprising UDA application site 50, merchant system 60, advertising system 62, at least one network access device, such as client 5 computer 64, at least one transaction processing network 70 (e.g., Automated Clearing House (ACH) Network, credit card network), and at least one financial institution 72, 74, such as a bank.

[0015] UDA application site 50 is operably connected to computer network 40 to transmit to and receive data from end systems and other nodes operably connected thereto, such as client 10 computer 64. As Figure 1 illustrates, the network environment further includes wireless network 20 allowing for transmission of voice and other data to mobile wireless devices, such as universal digital assistant 90. In one embodiment, wireless network 20 comprises WAP gateway 22 and MMS/SMS gateway 26. Computer network 40, in one embodiment, is a packet-based communications environment, employing TCP/IP protocols and has a plurality of 15 interconnected digital packet transmission stations operative to route data between TCP/IP end systems. The present invention, however, has application in computer network environments employing any suitable transport layer and network layer protocols. Client computers 64 are TCP/IP end systems operably connected to computer network 40 via any suitable means, such as through an Internet Services Provider (ISP) and the like. Client computers 64 can be any 20 suitable internet-enabled computing device, such as a desktop computer, a laptop computer, or a cell phone/ PDA or UDA having wireless or wireline access to computer network 40 via, for example, a router (e.g., a wireless router executing the 802.11 wireless protocol in connection with a suitable equipped PDA), or via a Mobitex, DataTAC, GPRS, or any other packet-switched wireless network. In one embodiment, client computer 64 includes internet browsing 25 software for receiving, displaying and transmitting data over a computer network.

#### A. Universal Digital Assistant and UDA Application Site

[0016] UDA application site 50 interacts with universal digital assistant 90, as more fully described below, to retrieve messages corresponding to message codes captured in television 30 and print media. In one embodiment, UDA application site 50 exchanges data with universal digital assistant 90, via computer network 40, WAP gateway 22 and wireless network 20, to

facilitate financial transactions and other operations enabled by the present invention. UDA application site 50, in one embodiment, comprises at least one application server 52, user account database 54, and advertising and promotional message database 56. Application server 52 includes functionality implementing the process flows described herein. User account 5 database 54 stores information related to at least one user account. Such user account information includes a user account identification, name, address, e-mail address, as well as system settings, preferences, demographic information and behavioral information obtained through monitoring a user's use of the system, as well as privacy-sensitive user applications described herein. For example, user account database 54 may store information related to the 10 user' age, marital status, children, cars owned, income level, etc. User account database 54 may also store information gleaned from the use of the electronic commerce system described herein, such as a log of purchase transactions, etc. User account database 54 further stores financial account information for at least one user to facilitate financial transactions using a universal digital assistant 90. Advertising and promotional message database 56 stores promotional 15 messages, such as advertisements, coupons, and other commercial offers, in association with one or more message codes. In one embodiment, advertising system 62 is operative to transmit promotional messages in electronic form for storage in promotional message database 56 in association with a message code. Application server 52, in one embodiment, is operative to receive a message code from universal digital assistant 90 and return one or more promotional 20 messages associated with the message code, as discussed more fully below. In one embodiment, UDA application site 50 further includes interface server 31 operably connected to a telephone network to, as discussed below, provide a DTMF- or voice-based interface to enable callers to access the message retrieval functionality described herein.

[0017] Advertising message database 56, in one embodiment, stores at least two advertising 25 messages in association with a message code and logic, such as rules or a script implementing a rule set, that are operative to determine which advertising or content advertising message should be transmitted to the user. In one embodiment, the logic comprises scripts or a rule set that operates on various attributes of a given user account to determine which of the at least two advertising messages are to be delivered. In one embodiment, an advertising entity associated 30 with advertising system 62 creates the advertising messages and writes a script or rule set based upon application programming interfaces published and maintained by UDA application site 50.

In one embodiment, advertising system 62 composes an XML message, including the advertising messages, a message code and the script/rule set, and transmits it to UDA application site 50. UDA application site 50 parses the XML document and stores the advertising messages and script/rule set in advertising message database 56 in association with the message code. The 5 advertising entity may then include the message code to be delivered over systems including television, radio or print media to ultimately be captured by universal digital assistant, as discussed below.

[0018] Universal digital assistant 90, in one embodiment, is a wireless device operative to transmit data to and receive data from remote devices over wireless network 20 utilizing WAP, 10 SMS, MMS, or other appropriate current and future data transfer and messaging technologies and protocols. As discussed in more detail below, in one embodiment, universal digital assistant 90 includes hardware and/or software operative to capture message codes by one to a plurality of code capture technologies and communicate such codes to UDA application site 50. As discussed above, UDA application site 50 is operative to return at least one advertising message 15 to universal digital assistant 90 for display or other action to the user. The functionality associated with universal digital assistant 90 may be integrated into a variety of wireless device platforms, including cell phones, wireless personal digital assistants, pagers, MP-3 players, and the like.

[0019] As discussed in more detail below, in one embodiment, universal digital assistant 90 20 includes hardware and/or software operative to capture message codes by one to a plurality of code capture technologies and communicate such codes to UDA application site 50. As discussed above, UDA application site 50, in one embodiment, is operative to return at least one promotional message to universal digital assistant 90 for display or other action to the user. In one embodiment, universal digital assistant 90 includes the code capture functionality disclosed 25 in U.S. Patent No. 5,594,493 and/or U.S. Patent No. 3,848,082 directed to the capture of codes embedded in television signals including but not limited to NTSC, PAL and Secam. However, as discussed below, universal digital assistant 90 may also include a variety of other code capture technologies in addition to, or in lieu of, the code capture technologies disclosed in the above identified patents.

30 [0020] Figure 2 is a block diagram illustrating the functionality of universal digital assistant according to one embodiment of the present invention. As Figure 2 illustrates, universal digital

assistant 90 includes UDA client application control logic 108, wireless communication interface 110, image capture device 102, display device 104, and antenna 106. UDA client application control logic 108 is operative to execute the client-side functionality described herein, such as capturing message codes and transmitting them via wireless communication interface 110 to 5 UDA application site 50. Wireless communication interface 110 is operative to establish and maintain a connection to wireless network 20 to allow for communication of data between universal digital assistant 90 and remote devices. Display device 104 is a liquid-crystal or other display device. In one embodiment, display device is a touch-sensitive liquid crystal display device. Image capture device 102 is operative to capture message codes transmitted in visual 10 media. Depending on the message encoding technology employed, for example, image capture device 102 may comprise a photo detector and associated circuitry as disclosed in U.S. 5,594,493. Alternatively, image capture device 102 may comprise a digital camera and image processing functionality allowing for the capture of images containing message codes and the identification of message codes in the captured images. As one skilled in the art will recognize, the 15 functionality described above can be integrated with existing wireless device platforms. For example, UDA application control logic 108 may be implemented by a wireless phone including an embedded runtime environment, such as Java, that executes a script or byte code program that performs the functions described herein and uses the wireless communication facilities of the wireless phone to transmit and receive data from remote devices.

20 [0021] Universal digital assistant 90 may also include additional functionality allowing for other modes of wireless communication over small distances, including infrared (IrDA), Bluetooth, short burst Ethernet, and 802.11 technologies. Such functionality allows universal digital assistant 90, for example, to transmit credit account information directly to a point of sale terminal equipped with complimentary wireless communication functionality.

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#### B. Wireless Network

[0022] Wireless network 20 enables communication between universal digital assistant 90 and other systems operably connected thereto. Wireless network 20 can be any suitable digital or analog wireless network, such as a Time Division Multiple Access (TDMA) network, a Global 30 System for Mobile communication (GSM) network, or a Code-Division Multiple Access (CDMA) network. In one embodiment, wireless network 20 includes functionality supporting

the Wireless Access Protocol (WAP), a set of communication protocols enabling wireless devices, such as universal digital assistant 90, to access the Internet or similar computer network 40. In one embodiment, wireless network 20 includes WAP gateway 25.

[0023] WAP gateway 25 is operative to establish a connection (e.g., a Wireless Session Protocol 5 (WSP) connection) with universal digital assistant 90, receive requests designating an application server or other resource on computer network 40 from universal digital assistant 90, translate the request into an HTTP or other suitable request to the appropriate application server, receive a response from the application server, and translate and transmit the response to universal digital assistant 90. Alternatively, the transmission of data between universal digital 10 assistant 90 and UDA application site 50 can occur over an MMS/SMS gateway 26. In one embodiment, the client functionality of universal digital assistant 90 is operative to configure SMS messages into a predefined format recognized by UDA application site 50. SMS gateway 26 allows nodes connected to computer network 40 to transmit SMS messages to wireless devices within the cell served by that gateway and/or to wireless devices including roaming 15 service capability. For example, MMS/SMS gateway 26 allows universal digital assistant 90 and UDA application site 50 to exchange SMS and/or MMS messages.

[0024] Universal digital assistant 90 is operative to receive data from wireless network 20 and transmit data to wireless network 20 for routing to appropriate devices. Universal digital assistant 90, in one embodiment, is an Internet-enabled device capable of receiving data from 20 remote servers and displaying data on a user interface screen. In one embodiment, universal digital assistant 90 is a WAP-enabled device, such as a WAP mobile phone, including a WAP client (e.g., a WAE user agent, such as a WAP browser, and a WTA user agent). In another embodiment, mobile wireless device 50 can be a wireless PDA including HTML-compliant or HTML-supported browser functionality, such as Pocket PC including Pocket Internet 25 Explorer® (PIE), which is a mobile-version of Microsoft's Internet Explorer®, including limited Javascript support and the ability to display HTML and flash files (assuming the Flash plug-in is installed). UDA application site 50 can be configured to support a variety of wireless devices, including IMode phones, and mobile wireless devices including BREW or J2ME technologies.

C. Transaction Processing Networks

[0025] Payment transaction processing network 70 supports a variety of non-cash payment mechanisms, such as credit card, debit card, and Automated Clearing House (ACH) transactions. According to one embodiment, the transaction processing networks can be a credit card or debit card transaction processing network, such as VISA®, MASTERCARD®, DISCOVER®, or AMERICAN EXPRESS®. In one embodiment, the transaction processing networks enable users, using universal digital assistant 90, to provide a non-cash method of payment to a merchant system 50 or at a point of sale terminal.

10 D. Financial Institutions

[0026] Banks 72 and 74 are financial institutions at which users maintain checking and other financial accounts, such as savings accounts, money market accounts, credit and/or debit card accounts, etc. Although, in the illustrative embodiments described herein, one bank corresponds to each user, each user can have a plurality of bank accounts at one to a plurality of financial institutions. For example, a user may have a checking account and a credit and debit account at one financial institution and a credit account with a different financial institution.

E. Client Computer

[0027] To facilitate initiation and maintenance of user accounts, users may access UDA application site 50 via network access devices over computer network 40 to manage their respective user accounts. In one embodiment, a network access device is a browser executed on a personal computer 64, or a browser executed on a network computer 64. One embodiment of present invention is implemented using page-based interfaces transmitted to client computer 64 having a browser and a connection to computer network 40. Client computer 64 can be any computer, special-purpose computing device, or any other suitable device for performing the required functionality. In one embodiment, client computer 64 includes at least one processor, a data storage system (including volatile and non-volatile media), a keyboard, a display, at least one input device and at least one output device. In one embodiment, the user's computer is connected to the Internet via a modem dial-up connection or through a network line. Such communication, however, could also be wireless. In addition, although embodiments of the system are described as working in conjunction with a browser, any suitable device or

application for receiving, displaying and transmitting data over a computer network can be used in the present invention. In one embodiment, the browser implemented on client computer 64 supports the SSL ("Secure Sockets Layer") protocol, the S-HTTP ("Secure HTTP") protocol, or any other similar protocol for transmitting confidential or private information over an open computer network. Users are individuals or other legal entities having the capacity to possess financial accounts, such as corporations, partnerships, non-profit organizations, trusts, and the like.

## II. Operation

10 [0028] As discussed in more detail below, universal digital assistant 90 operates in connection with UDA application site 50 to allow users to receive and review advertising, promotional, informational and other messages, as well as conduct financial transactions and other operations. In one embodiment, the present invention enables an interactive electronic coupon delivery system. According to an embodiment of the present invention, universal digital 15 assistant 90 captures message codes and transmits them to UDA application site 50, which transmits an advertising or promotional message in return. Advertising and promotional messages can take a variety of forms, such as electronic coupons, product pricing and descriptive data, loyalty offerings and the like. According to one embodiment, a user can elect to save the advertising message for possible later use or inspection, either by storing it locally on universal 20 digital assistant 90 or remotely in association with his or her user account maintained by UDA application site 50.

### A. Capturing Message Codes with Universal Digital Assistant

[0029] As discussed herein, universal digital assistant 90 is operative to detect and/or receive 25 message codes via one to a plurality of code capture technologies. For example, universal digital assistant 90 can be configured to capture codes from televisions or other display devices, print media, or wireless transmissions. In its most basic form, message codes can be captured manually by allowing a user to input a message code directly using the user interface provided by universal digital assistant 90, such as a touch sensitive screen, numeric key pad or voice 30 activated and voice-recognition-based user interface.

#### A.1. Manual Message Code Capture

[0030] In one embodiment, users use the keypad of a cell phone (or other available interface—e.g., a touch sensitive screen, etc.) to enter message codes and transmit them to UDA application site 50, as more fully described below. In the manual case, message codes are preferably alpha-  
5 numeric strings made perceptible to users in various media, such as television, print and radio media. For example, during a radio broadcast, a message code may be provided during an advertisement. In print media, the message code may be included on various pages of a magazine or newspaper for example. Communication of captured message codes to UDA application site 50 can be accomplished using circuit-switched (like a normal cell phone call),  
10 and packet-switched (similar to a text message) methodologies. The circuit switched option is provided since every cell phone in deployment today supports it. Every form of mass media is supported via keypad entry including message codes appearing on television, Internet, radio and print media.

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##### A.1.a. Circuit-Switched Keypad Interface

[0031] The circuit-switched keypad interface option is available to all handset terminals, both analog and digital. The only requirements are that the terminal support in-band DTMF signaling. In this scenario the user simply types in the phone number corresponding to UDA application site 50 and hits the “send” key just as making a normal call. Interface server 31 of  
20 UDA application site 50 answers the call and an automatic message prompts the user to enter the message code on the keypad. In this use case, the user hits the “End” key and the transaction is complete. By storing the advertisement processing center’s phone number in a quick dial location only the quick dial key needs to be pressed to initiate the call followed by entering the advertisement redemption number on the keypad.

25 [0032] As Figure 1 illustrates, UDA application site 50, in one embodiment, includes interface server operably connected to telecommunications network 35 to allow users to UDA application site 50 using a voice-based telephone network device, such as POTS telephone or wireless phone 90. Specifically, interface server 31 provides call process flow functionality, pre-recorded voice-based scripts, and a voice-based and/or DTMF-based interface allowing users, using touch keys  
30 on telephones and/or voice commands, to enter message codes observed in various media. In one embodiment, interface server 31 includes speech recognition functionality operative to translate

voice signal data into text data suitable for further processing. A variety of speech recognition systems are known, all of which can be applied to the present invention. Interface server 31 may also be operative to transfer users to customer service call centers upon a request from a user, or the detection of an error or condition requiring human intervention.

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#### A.I.b. Packet-Switched Keypad Interface

[0033] The packet-switched interface option is available to all cell phones that support simple text messaging. Typically all digital phones support simple text messaging. In this scenario the user simply types in the advertisement processing center's phone number for the text message destination and then enters the message code on the keypad into the body of the text message. Pressing the "Send" key automatically sends the text message to UDA application site 50. Utilizing text messaging also allows UDA application site 50, in one embodiment, to push the promotional message corresponding to the message code back to the user's phone. A Figure 3 illustrates, with customization of the text message editor software in the phone, a custom 15 "message code text message editor" can be created which already knows the advertisement processing center's phone number. In such an embodiment, the user need only enter the message code and hit "send."

#### A.I.c. Voice Recognition Interface

20 [0034] In one embodiment, message code entry takes advantage of voice recognition technology already heavily deployed in cell phone handset terminals today. One such embodiment leverages the same customized "message code text message editor" described above with voice recognition technology to allow users to enter the message code using simple voice commands. Additionally, users can access the "message code text message editor" by simply saying the key 25 word "message code" instead of navigating the menu system of the cell phone or other device. In this case the user only says one word "message code" to invoke the message code text message editor, speak the message code and the word "send" to transmit the text message to UDA application site 50.

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## A.2. Video/Television Signals

[0035] In one embodiment, universal digital assistant 90 is operative to capture message codes embedded or otherwise transmitted in connection with a television signal and displayed on a display device 95, such as a television or computer monitor. For example, universal digital 5 assistant 90 may include the code capture technologies whereby a user, using universal digital assistant 90, aims the device at a television or computer display and captures an image of the television or other video display. The captured image or a portion thereof is then processed to locate a message code and translate the message code to yield a message code identification. In one embodiment, universal digital assistant 90 includes digital camera technology to capture an 10 image and image processing functionality to locate and identify a message code, if any, in the captured image. In one embodiment, message codes may be displayed on the television or other display as plain text codes at a predetermined location on the display. In such an embodiment, the image processing functionality of the universal digital assistant 90 is operative to locate the message code and use text recognition functionality to identify the message code. In another 15 embodiment, message codes are displayed as graphical symbols which the universal digital assistant processes to identify message codes. In one embodiment, universal digital assistant emits a beam of light (e.g., Class II Laser Pointer 635nm <1.0mW safe per FDA assuming 0.25 second blink reflex) that helps the user to aim the image capture device at the television or video display. In one embodiment, universal digital assistant 90 captures the image from a television 20 or computer display and transmits it to a remote processor, such as UDA application site 50, for analysis and resolution of a message code. In one such embodiment, the captured image is transmitted to UDA application site as an MMS message. In another embodiment, the incoming message code can be embedded in the audio track of the television signal. The embedded message code can be subliminal (not perceptible to the user) or overt.

25 [0036] According to one embodiment of the present invention, the message codes are presented as overt checkerboard-like designs which are captured with a digital camera. In one embodiment, the digital camera is integrated into the UDA, such as digital cameras embedded in cell phones. Some features of the checkerboard are fixed to allow easy alignment to the data transfer part of the image. The left column is all black. The next two columns work as a pair in 30 some cases, such as at the top and bottom where they are all black. At multiple other places in this pair of columns, 4 blocks (where the top two are white and the bottom two are black) work

to define a set of white to black transitions while scanning down the image. The black edge and the transitions are picked out of the larger image. Between subsequent transition blocks, data is passed in one row of bits, black or white or both. Other images are contemplated to allow data transfer of the relatively small quantity of bits needed to identify information including the 5 television broadcaster or the content being broadcast. Of course, any suitable graphical technique to express message codes can be used.

[0037] In another embodiment, the present invention may incorporate the code capture technologies disclosed in U.S. 5,594,493 incorporated by reference herein, which teaches methods and apparatuses that capture embedded codes expressed in modulated luminance 10 levels in a television signal. In addition, universal digital assistant may employ the code capture technologies disclosed in U.S. Patent Nos. 3,848,082, 4,807,031 and 5,633,766, incorporated by reference herein, which teach the encoding of data in the effective viewing area of a video signal.

[0038] In one embodiment, the message code can be an arbitrary alphanumeric string that is associated with an advertising or promotional message. In another embodiment, the message 15 code can identify the television station to which the television is tuned (such as station call letters, station ID, etc.). In such an embodiment, an advertisement or promotional message can be identified by reference to the station ID and the time the message code was captured. In one embodiment, scanning this information against a station log, UDA application site 50 can resolve the advertising or other content the user was watching and return an advertising or 20 promotional message associated with the broadcast advertising or other content.

[0039] In another embodiment, universal digital assistant 90 operates in connection with a television set-top box to receive message codes. According to one embodiment, the digital set-top box is configured to receive message codes transmitted using any suitable means. Universal digital assistant 90 can then receive the message codes from the digital set-top box via wireless 25 transmission, such as Bluetooth, 802.11b, and Wi-Fi. This embodiment bypasses the need for over the screen message code transmission. In one embodiment, at the time a broadcast displays an offer of interest, user action will trigger UDA 90 to contact the set-top box. The set-top box responds with the message code and/or details of the offer. UDA 90 can then transmit the code as described above. Alternatively, the set-top box may pass the query to UDA application site 30 50, eliminating the need for a wide area network connection between the universal digital assistant 90 and UDA application site 50.

### A.3. Print Media

[0040] In one embodiment, universal digital assistant 90 is operative to capture message codes from print media and the like. In one embodiment, universal digital assistant 90 includes a 5 digital camera and image processing functionality that is operative to extract at least one message code from a captured image of a print advertisement. In another embodiment, universal digital assistant 90 includes bar code scanning functionality operative to read a bar code expressing a message code in the print media.

10           A.4. Wireless Transmissions

[0041] As discussed above, universal digital assistant may be configured to receive message codes transmitted by devices within the immediate vicinity of the universal digital assistant. For example, universal digital assistant may receive message codes from a transponder transmitting message codes using technology including infrared, Bluetooth, IEEE 802.11, Wi-Fi, 15 or short burst Ethernet technologies. Such transponders may be located at a variety of physical locations, such as a point of sale location, a movie theater, a mall, or a restaurant.

## B. Retrieving Tailored Electronic Commerce and Data Interchange Messages

[0042] As discussed above, after a message code is captured, universal digital assistant 90 is 20 configured to transmit the message code to UDA application site 50 which resolves the message code and returns an advertising message tailored to at least one characteristic associated with the user. Figure 3 illustrates a process flow for delivering an advertising message tailored to at least one characteristic of the user. In one embodiment, application server 52 receives a request including the message code and a user account identification corresponding to the user (step 25 202). In one embodiment, UDA application site 50 includes Automatic Number Identification (ANI) functionality allowing identification of telephone numbers associated with incoming calls. Such telephone numbers are used in one embodiment to identify users and retrieve user account information from the user account database. As discussed above, in one embodiment, application server 52, resolves the message code and the time of code capture against a station 30 log to identify the advertising or other content broadcast when the code was captured. In other embodiments, the message code is an arbitrary identifier that maps directly to an advertising

message/delivery rules set. Application server 52 accesses advertising message database 56 to retrieve advertising message delivery rules, if any, associated with the message code (step 204). Application server 52 then processes available user account data corresponding to the user's account against the delivery rules to identify an advertising message associated with the message code (step 206). If an advertising message is found, application server 52 then transmits the advertising message to universal digital assistant 90 (step 208), and/or stores the message in association with the user's account for subsequent access. Application server 52 can also perform other functions, such as logging the message code and/or advertising message in association with the user's account. Application server 52 may also log the message code to track usage of the system to allow for billing of the service. For example, an advertiser may be charged a fee for each advertising message transmitted to a universal digital assistant. In addition, UDA application site 50, in one embodiment, is configured to transmit usage/activity reports to advertising system detailing the activity associated with advertising messages, such as reports correlating the demographics associated with users and the advertising messages viewed by them.

[0043] As discussed above, a user may perform a variety of actions with respect to the advertising message. The user may view the advertising message and simply discard it. Alternatively, the user may save the advertising message by storing it locally, or remotely in association with the user's account maintained by UDA application site 50. For example, the advertising message may be an electronic coupon, which the user may store for later redemption at a point of sale location or by accessing merchant system 50 using client computer 64.

[0044] The message transmitted by UDA application site 50 may take many forms. For example, the message may be transmitted as an email to a user's email account. Alternatively, the message may be transmitted as an SMS message to the user's cell phone. In one embodiment, the message may be transmitted using the Multimedia Messaging Service (MMS) to transmit a digital image of a coupon for example including a UPC code expressed as a bar code (see Figure 4). This coupon, in one embodiment, can be redeemed by a user by displaying the coupon on a display 104 of universal digital assistant 90 and having a bar code scanner at a point of sale terminal pass over the display 104. As one skilled in the art will recognize, this embodiment allows users to gather coupons and redeem them without having to collect and retain physical coupon slips and the like. In addition, since the electronic coupons are contained

in the user's cell phone, for example, the user is more apt to use the coupons and purchase the promoted product or service.

[0045] As discussed above, a user may perform a variety of actions with respect to the promotional message. The user may view the promotional message and simply discard it.

5 Alternatively, the user may save the promotional message by storing it locally, or remotely in association with the user's account maintained by UDA application site 50. For example, the promotional message may be an electronic coupon, which the user may store for later redemption at a point of sale location or by accessing merchant system 50 using client computer 64, or directly at a point of sale location using universal digital assistant 90.

10 [0046] In one embodiment, universal digital assistant 90 allows the user to manage electronic coupons received by the user. In one embodiment, navigation through existing coupons will be facilitated by standard PDA user interface capabilities: 1) scan categories then select one to view, scan coupons in the category; 2) delete a coupon or mark it for a special category: shopping list; 3) view list of coupons to expire in 2 weeks; 4) At a point of sale location, provide 15 easy IrDA access to list of UPC codes for stored coupons. In one embodiment, once a coupon has been redeemed, it is marked for deletion. Coupons noted to have past their "good thru" date are also marked for deletion. In one embodiment, universal digital assistant 90 requires the user to explicitly invoke the batch deletion. In another embodiment, universal digital assistant 90 automatically performs such batch deletions.

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### C. Conducting Financial Transactions

[0047] As discussed above, universal digital assistant 90 may also be configured to facilitate financial transactions. For example, and in one embodiment, universal digital assistant 90 may securely store a user's financial account information, such as credit or debit card account 25 numbers, checking account identifications and the like. Using a wireless transmission protocol, such as IrDa or Bluetooth, universal digital assistant 90 can transmit account information directly to a transaction processing device at a point of sale location. The transaction processing device can authorize or otherwise process the transaction in a conventional manner. In one embodiment, UDA application site 50 can be involved in such point of sale transactions. For 30 example, universal digital assistant 90 may transmit information related to the point of sale transaction to be logged in a financial transaction history maintained in association with the

user's account. In addition, UDA application site 50 may be invoked to transmit a previously stored electronic coupon to universal digital assistant 90 to allow the user to redeem it at the point of sale location.

[0048] In another embodiment, the user's financial account information may be maintained at 5 UDA application site 50. In one form, a transaction at a point of sale location can be completed where the user activates universal digital assistant 90 to request the user account information from UDA application site 50. After it receives the user account information, universal digital assistant 90 transmits the account information to the transaction processing device as described above.

10 [0049] Furthermore, universal digital assistant 90, as a WAP-enabled device for example, can be used to conduct transactions with merchant system 50 over computer network 40. For example, universal digital assistant 90 may be configured to include electronic wallet functionality (operating independently or in connection with UDA application site 50) operative to facilitate on-line financial transactions with merchant system 50 over computer 15 network 40.

[0050] Lastly, the present invention has been described with reference to specific embodiments. Other embodiments of the present invention will be apparent to one of ordinary skill in the art. It is, therefore, intended that the scope of the invention not be limited to the embodiments described above.